



DARIN  
7/3/17







# ARTS ACADEMY

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# AMERICAS

## Organization Overview

ProyectoTeatro is Austin's leading Spanish-language arts organization with the mission to preserve and to promote Latino culture through performance art in Spanish. Since its inception in 2003, the company has set out to fill the void of quality arts entertainment and culturally-relevant youth education programs that are presented entirely in Spanish. The company's mission is driven by one main vision: to make the arts accessible to the Latino community in order to reduce cultural disparities in our society.

ProyectoTeatro offers its programs mainly to the Hispanic community of Austin, targeting the Spanish-speaking sector of 1<sup>st</sup> generation Latinos or recent immigrants, who statistically have the highest numbers of undeserved families in the city. The organization sets low admission prices and offers many free programs and events in order to make arts programming accessible to all sectors of the community.

In the summer of 2013, ProyectoTeatro was selected as one of four resident companies to be housed at the Emma S. Barrientos Mexican American Cultural Center under the Latino Arts Residency Program (LARP). ProyectoTeatro renewed a second 3-year residency in 2016 and will continue to present the majority of its mainstage productions and educational programming at the facility until the fall of 2019.







## Program Background & Past Success

ProyectoTeatro is requesting \$30,000 to launch the company's newest youth program; The Arts Academy of the Américas at the Emma S. Barrientos Mexican American Cultural Center. This new conservatory-style program is a continuation of ProyectoTeatro's successful classes and workshops under a restructured model and with a new cohesive arts curriculum for students. Since 2008, the company has had outstanding success offering isolated classes and workshops at various partner sites that include private and charter schools, churches, and recreation centers. The idea behind the Arts Academy of the Américas is to consolidate resources and efforts into one main program in order to provide a more consistent calendar of activities for children. This model will also allow ProyectoTeatro to create a pipe-line system for children so that their artistic training is not stunted at the end of a class or workshop like in the past, but rather, continues developing through a series of intermediate, advanced and master levels.

The idea to create an arts academy comes from ProyectoTeatro's successful track record of capturing and retaining participants and a proven record of award-winning training. In 2016, the company had 109 students training twice a week through an entire year. Unfortunately, due to space restrictions at the ESB-MACC and various funding cuts, ProyectoTeatro had to pull back on the number of classes it could offer and was subsequently forced to reduce its training capacity to 20-30 students.

In 2013, due to the success of ProyectoTeatro's youth programs, PBtS/KLRU chose to go behind the scenes of a semester of classes to document the creative process of the students' work as well as the daily lives of the director and various immigrant families. The episode won an Emmy for best cultural documentary of 2015 and beautifully captures the work ethic of ProyectoTeatro and the tremendous impact the organization has within the Latino community of Austin.



**No se olviden de ver el documental sobre la programación infantil de ProyectoTeatro en PBS/KLRU!**

*Don't forget to watch ProyectoTeatro's documentary on their outreach programs on PBS/KLRU!*

**<https://www.klrut.org/program/el-taller>**



## **Program Description**

Slated to kick-off in September of 2017, The Arts Academy of the Américas (AAA) is a multi-curricular academy that provides children from low-income households and underserved communities, fine arts training at no cost to them or their families. This free program is open to all children ages 8 through 18 and is presented entirely in Spanish by local and international Latino artists. Student train one or twice a week, depending on their class, at the prestigious Emma S. Barrientos Mexican American Cultural Center located in the heart of downtown Austin. Each Spring and Fall semesters run 14-16 weeks each and culminate with a professional gallery exhibit and stage performance event open to the community. The overall mission of the Arts Academy of the Americas is to provide Austin Latino youth superior arts training with a Spanish immersion environment as a means to help them preserve their heritage and introduce children to the rich cultures of Latin America.

One of the goals of the academy is to create a pipeline system, or a series of tiers, where young participants can move up to different levels as their training grows. From beginner to intermediate and from advanced to master, students will be moved to fuel their development

## **Proposed Schedule & Teaching Staff**

For the 2017-2018 Arts Academy of the Américas kick-off year, ProyectoTeatro has selected 7 of the most talented Latino artists in Austin to be the founding teaching staff of the program. They not only bring with them a diverse artistic background, but a diverse cultural heritage as well.

### **Teatro 1 (Beginner Theatre)**

Teacher: Yarisel Estrada (Mexico)

### **Teatro 2 (Advanced Theatre)**

Teacher: Luis Ordaz Gutiérrez

### **Danza Contemporánea (Contemporary Dance)**

Teacher: Aurelio Planes (Cuba)

### **Fotografía (Photography)**

Teacher: Faustinus Deraet (Mexico/Belgium)

### **Costura (Sewing)**

Teacher: Guicha Guitérrez

### **Pintura (Painting)**

Teacher: Luis Angulo (Venezuela)

### **Canto (Singing)**

Teacher: Cristina Flores





## **Funding & Financials**

ProyectoTeatro has designed a comprehensive funding campaign for the upcoming 2017-2018 academy kick-off season, which includes different funding levels. In order to expand all the programs and create the Arts Academy, a significant increase in budget needs to be implemented.

ProyectoTeatro is waiting for the following funding opportunities to be confirmed:

City of Austin Cultural Contracts: \$18,800

Target: \$2,000

HEB: \$2,500

Omnilife: \$10,000

ProyectoTeatro will work throughout the 2015 Fiscal year to accrue the remaining funds needed via grants, foundations, donations, and sponsorships.



